CHART FORMAT

International Operations

Larger and More Profitable Than Other U.S.-Based Consumer Packaged Goods Companies

($ Billions) ← WHITE 22-PT HELVETICA

↑ YELLOW 32-PT HELVETICA BOLD

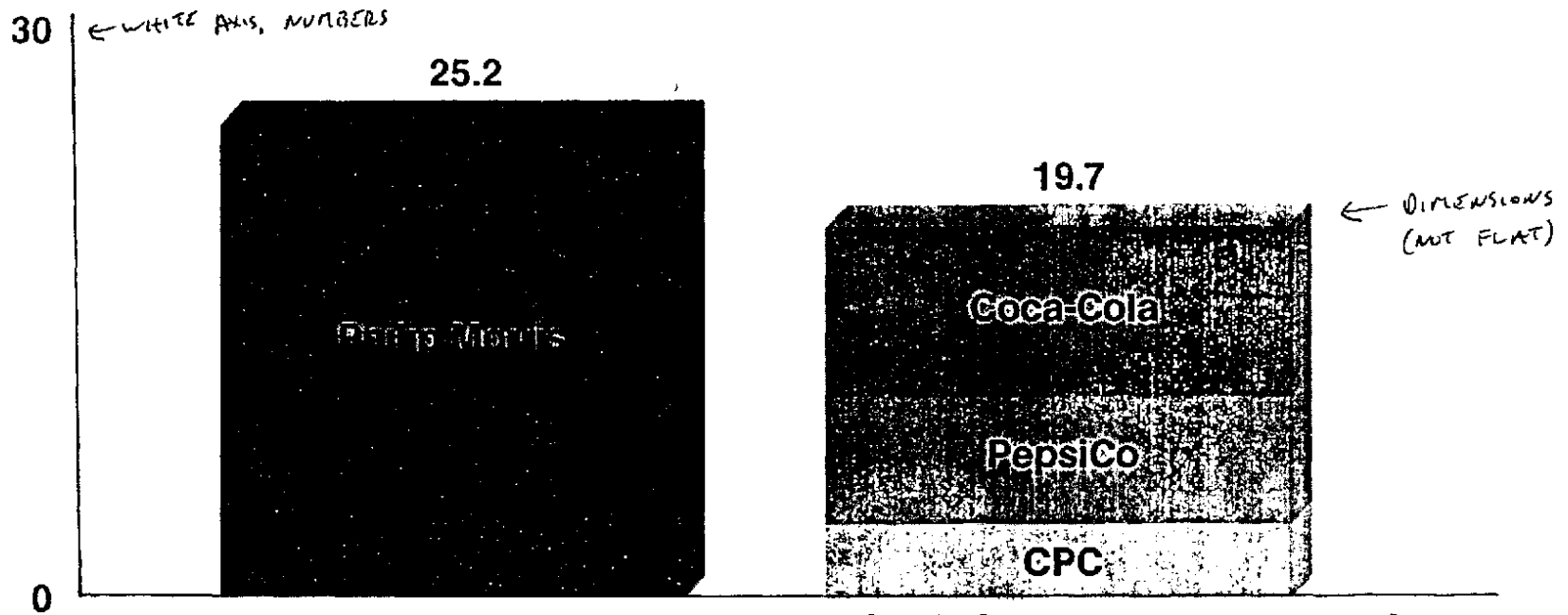

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Chart Slide # 8 Job #CG2717 DZH94FEB10DZH Bob Minkoff

Source: https://www.industrydocuments.ucsf.edu/docs/hqym0004

TEXT FORMAT

Philip Morris Companies Inc. ← YELLOW CENTURY BOLD ITALIC, 20 PT.

↑ RED LINE, WITH A LITTLE SPACE TO LEFT + RIGHT

Building Premium Brands Through Strong Marketing

} YELLOW 32-PT HELVETICA BOLD

SQUARE RED BULLETS →

- Invested Almost $9 Billion in Advertising and Promotion
- Introduced Almost 100 New Products and More Than 250 Line Extensions

} WHITE TYPE, 24-POINT HELVETICA, 18 POINTS ABOVE PARAGRAPHS, 120% "AUTO" LINE SPACING. "SHADOW" ON TYPE.

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Word Slide # 7
Subdue Build

Job #CG2717

DZH94FEB17JC

Bob Minkoff

Source: https://www.industrydocuments.ucsf.edu/docs/hqym0004